

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Seminole Marine

Georgia Manufacturing Extension Partnership

Boat Manufacturer Boosts Sales, Productivity with Assistance from Georgia Tech

Client Profile:

Seminole Marine manufactures saltwater fishing boats in Cairo, Georgia. The company employs 200 people.

Situation:

In the year following September 11, 2001, Seminole Marine experienced a 62 percent increase in sales. Since then, the company has experienced a 46 percent annual growth. Company president, Paul Hoppes, needed help in developing a strategy to become more profitable. Hoppes, already familiar with the environmental management services of Georgia Tech's Enterprise Innovation Institute (EII), called on the organization for assistance in Lean manufacturing.

Solution:

EII project managers, John Stephens and Paul Todd, conducted a Lean manufacturing seminar where participants learned the principles of Lean manufacturing and how to apply them to their manufacturing processes. During a series of simulations as a member of a production team, they incorporated Lean concepts such as standardized work, visual signals, batch-size reduction and pull systems, among others. The production team directly experienced how Lean improves quality, reduces cycle time, improves delivery performance and reduces work-in-process. Since participating in the Lean overview, Seminole has expanded its facility. While Hoppes notes that there is always room for improvement, he says that his workflow is efficient, work-in-process has been reduced, and the company has better standards based on the new efficiencies. "When there are fewer buyers out there, you need to deliver a better product more efficiently and more timely. We continued a strong marketing campaign and got the best advice we could get from places like Georgia Tech," Hoppes said. "Companies that maintain that attitude will recover at five times the rate of companies that sit back and play it safe."

Results:

- * Increased sales by \$6 million.
- * Realized \$3 million in cost savings.
- * Expanded the facility by 50 percent.
- * Reduced setup and changeover times by 25 percent.

Testimonial:

"Georgia Tech has seen the very best of manufacturers and stayed on the cutting edge of the most advanced techniques. It's been a great benefit to us and integral to our success."

Paul Hoppes, President

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